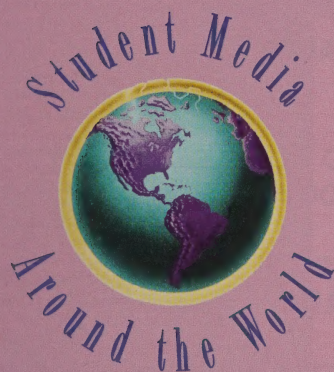
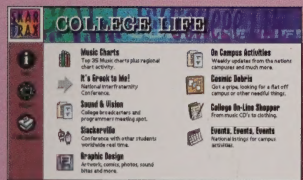


College Broadcaster

Summer 1995



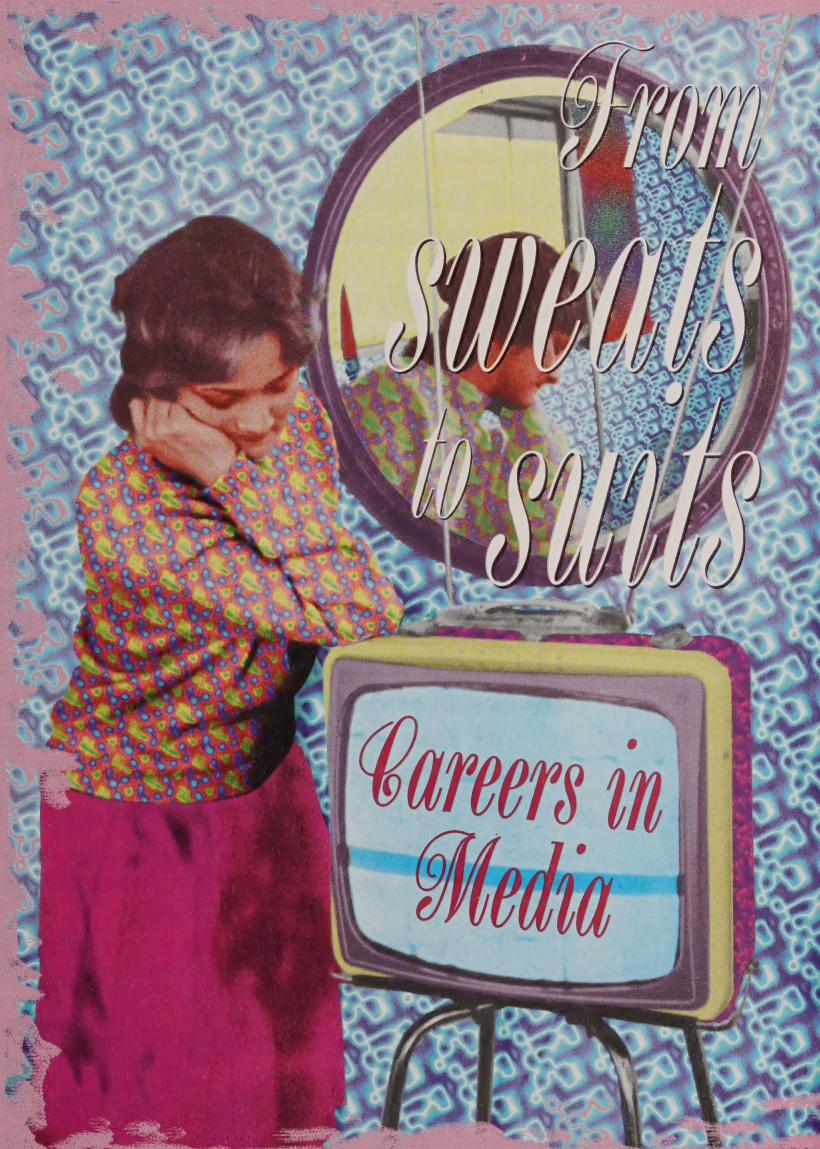
NACB on E-World



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College Broadcaster

the magazine of opinion and record for student electronic media

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THIS MAGAZINE IS PRINTED ON RECYCLED PAPER WITH SOY INKS ♻️

letters

Vienna calling

I am a 19 year old student of philosophy at the University of Vienna. In my spare time, I work at the Austrian youth radio program on FM4.

I really loved to report on college radio in general, about the bands, the charts and so on for a show called "Homebase." Unfortunately, it's not easy to get informed about these things in Austria so I would be very very very glad if you could support me a little bit.

You could do so by sending me interesting facts and finding me someone who liked to keep regular contact with me.

I really hope you will write to me soon.

Sushila Mesquita

ed: Sushila — Information about NACB and its members are on the way, as well as some contacts in the EC to get you started.

NACB invites members to get in touch with Sushila directly. You can fax Sushila at (code for Austria) 50101-8174, or you can write her at the following addresses:

Sushila Mesquita
Speisingerstr. 76 1/1/4
1130 Vienna, Austria
or:
FM4
ORF 1136 Vienna, Austria

Station startup in Israel

Professor Nancy Kaplan from Hofstra U. has suggested that I contact you. My department is embarking on a project to set up Israel's first campus radio station (at the moment we are awaiting official licensing). I understand that you have a handbook which contains information about setting up a campus radio station and we would much appreciate it if you could send us a copy. Any other information would obviously be of use to us as

well. Once the station is up and running we would of course be pleased to become a member of NACB, and so it would be helpful if you could forward any forms, etc., germane to such membership as well.

Sincerely,
Prof. Sam Lehman-Wilzig
Div. of Journalism & Comm. Studies
Bar-Ilan U.
52900 Ramat Gan, Israel

ed: Dear Prof. Lehman-Wilzig, NACB is delighted to hear of your start-up. Even though your station isn't on the air, you can still benefit from NACB Station Membership. An informational pack has been sent your way.

Prof. Lehman-Wilzig's address is included above, should any NACB member want to correspond with the station.

Scholarships?

I have a couple of related questions that I assume other students have, and I was hoping you could answer them. First of all, I would like to know if there is a compilation or listing of scholarship opportunities that you know of that I could get my hands on. I have checked many sources but have had difficulty getting a definitive listing of scholarship opportunities for broadcast majors. Second of all, I have recently completed a video project that I might want to enter in some com-

petitions. But I don't know where these contest are and how to get information from them. I hope you can help me out. NACB does a great job and I thank you for your time and efforts.

Sincerely,
Jeff Shafer
Manchester College

ed: Dear Jeff, you're right that you are not alone in your quests. As far as we know there is no definite resource guide for broadcast scholarships. I would suggest contacting your school's reference librarian, your broadcast department and the financial aid office. Individual schools may vary in the scholarships that they offer. In addition, check in this issue for some scholarship and award opportunities. Also, check the NACB Station Handbook in the "Related organizations" sections. Many industry trade organizations offer scholarships or have an awards program. If anyone has any leads, please let us know.

Write to us! College Broadcaster welcomes your comments and criticisms, about the magazine, NACB projects, or anything else on your mind! Send them to:

Feedback, NACB
71 George St. Providence, RI 02912-1824

from the disk of the editor...

Though Spring hasn't quite sprung in New England, we're looking forward to the summer. While we might take a long lunch to play frisbee, we work full-time year-round. (The National is only 6 months away!)

In fact, many of you will be heading into the workforce for the long haul this summer. It's no coincidence that this is the "Careers in Media" issue. Networking is the key — that's the consensus from the industry professionals we've talked to. We've listed some resources for you in this issue. Also, some recent grads talked to us about how they got their start — and how you can, too.

If you are graduating, that's no reason not to stay in touch! We love to hear how your experience in student radio and TV has helped your move into the media industry. Give us a call about becoming a professional member, so you can keep tabs on student media.

For those of you who are free until September, College Broadcaster will be back in the Fall. We'll be discussing programming and production issues in our annual Back to School issue. In the meantime, try surfing the net — TestDriver Phillip Palombo gives us some instructions on touring the world wide web.

— JoAnn Forgit

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Plus: Coming early in 1995...

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Printed in U.S.A. 11/94

station news

WEOS lobbies Congress

WEOS at Hobart and William Smith Colleges is campaigning their congressional representatives to make sure CPB funding isn't cut. WEOS General Manager Michael Black is making calls, writing letters and sending e-mail to the people sympathetic to his cause and to others he's not completely sure about.

WEOS receives about \$13,000 a year from the CPB, which they use to fund their NPR dues and satellite programming. Other NACB members, like WPRI-FM (Rensselaer Polytechnic Institute) and WBZC-FM (Burlington County Community College), also receive CPB funding.

"It's a complicated issue," says Black. If CPB gets cut, he believes there will be a domino effect. If stations can't afford to pay for the NPR programming, then the price will go up, and less stations may be able to pay for programming. Although the CPB doesn't fund NPR, the corporation does fund Pacifica and other independent producers.

(CPB woes aside, WEOS continues to produce quality sports programming and to make it available to other NACB members. Contact Michael at 315-781-3456 or e-mail him at BLACK@HWS.EDU.)

Towson State Television joins the new WB network!

In an unusual move for Warner Bros, a low-power broadcast, student-run television station on Towson State University's campus was chosen as the Baltimore affiliate of the new WB network. Other WB affiliates include: KPIX (Los Angeles), WSBK (Boston), and WFTY (Washington). The main reason for this affiliation is that there are no other stations in the Baltimore area that are available for affiliation. "They originally came to us, because they had no other choice, but we are both quite

happy with the arrangement," said Dan Moldover, Vice-President at the station. This affiliation will mean a higher profile in the community, as well as a better position from which to solicit advertising. This arrangement is also helping to get the station on the local cable system, because of the better programming. The arrangement provides an exciting opportunity for students to participate in the management and decision making of a national network affiliate. With this station, there are now only 7 student television stations that are affiliated with a national broadcast network.

SVO works with NWF

With Earth Day taking place this month, it's only fitting that we mention the contributions made by our members to raise environmental awareness. SVO Channel 10, U. Wisconsin - Stevens Point's student TV station, recently had a hand in documenting the making of the National Wildlife Federation's new book, *Ecodemia*.

Derek Dombrowski, SVO student technician, made the 2 1/2 hour drive with his

roommate/ station grip to the paper mill to get shots of the recycling process. Given free reign of the facility (and a free lunch with the head of the paper mill), Derek obtained and logged all actual footage of the paper mill for a b-roll tape that will be used in promoting the book.

Ecodemia, NWF's compilation of successful environmental programs on campus, is printed on 100% recycled paper from NWF post-consumer paper stock. Expect to see the book in stores in mid-April. NWF is working to get TV coverage of the publication's release, which would use SVO's footage.

More Internet radio

Last issue we mentioned that KJHK was broadcasting over the Internet. And they are not alone. KUGS at Western Washington University tells us that they too have increased their listening audience via the Internet. Both stations began broadcasting about the same time late last year. To find out how you can tune into either of these pioneering stations, call NACB.

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Please feel free to contact College Broadcaster's advertisers directly to learn more about their products and services. **For advertising information, call JoAnn Forgit at 401-863-2225, fax 2221 or email nacb@aol.com.**

industry news

Stanton awards Sherman

Frank Stanton, CBS President emeritus and NACB Advisory Board member, has awarded his International Radio and TV Society (IRTS) faculty prize to Dr. Barry Sherman of the University of Georgia. Chair of the Peabody Awards, Dr. Sherman is also the keynote speaker at this year's NACB Southern Regional Conference on April 22.

Grossman as author

Lawrence Grossman, former President of NBC News and PBS, as well as an NACB National Conference participant since

1992, brings his media expertise to print journalism. Mr. Grossman's upcoming book, *The Electronic Republic* explores TV's role in the new information age and is slated for publication by Viking this summer.

Media executives shake-ups

Howard Stringer will be leaving CBS for Media Co., a new media and technology company venture of Pacific Telesis, Bell Atlantic and NYNEX with the assistance of the Creative Artists Agency (CAA). Mr. Stringer is the man responsible for bringing David Letterman to CBS. CBS Network President Peter Lund will succeed Mr. Stringer as President of CBS Broadcast Group.

FCC asks your advice

Neal J. Friedman, Co-Chair of the Access to Records Committee of the Federal Communications Bar Association, invites NACB's membership to assist the Committee's project to help the FCC improve their Internet site. Candid comments, suggestions and complaints will be

passed along to the FCC's Internet Task Force in order to make FCC Internet access more useful and user-friendly. E-mail your recommendations and ideas can be sent to Neal J. Friedman's address: njf@commlaw.com

Pressler takes NACB to the Hill

Senator Larry Pressler (R-S.D.), in an 168 question, 18 page missive, asks top public broadcast officials for accountability. Included in the questionnaire to CPB Chairman Henry Cauthen, is an inquiry upon which the response could directly affect member radio and television programming: "What are the Corporation for Public Broadcasting's plans for making programming available on the national level to the National Association of College Broadcasters?" Pressler is the Chairman of the Senate Committee on Commerce, Science, and Transportation, also a strong vocal advocate for CPB privatization.

Sources: Broadcasting and Cable, Electronic Media, member stations.

CONFERENCES + EVENTS

april

- 7-10 Broadcast Education Association (BEA). Las Vegas. 202-429-5355.
- 10-13 National Association of Broadcasters (NAB). Las Vegas. 202-729-5335.
- 22 National Association of College Broadcasters (NACB) Southern Regional Conference. Athens, GA. 401-863-2225.

may

- 7-10 National Cable Television Association (NCTA). Dallas, TX. 202-775-3669.

june

- 1-3 American Women in Radio and Television (AWRT). Beverly Hills, CA. 703-506-3290
- 7-10 Promax/Broadcast Design Association (BDA). Washington, DC. 213-465-3777.

august

- 9-12 Association for Education in Journalism and Mass Communications (AEJMC). Washington, D.C. 803-777-2005

NACB news

F/S board changes

The Faculty/Staff Advisory Board has a new committee chair. Larry Budner from Rhode Island College has succeeded Dan Panici of Berry College for chair of the Academic/Professional committee. To find out how you can get involved, contact Kristine Hendrickson at 401-863-2225.

U Network® fee to increase

The affiliation fee for U Network will increase for the 1995-1996 season to help cover escalating satellite costs. The new rate will be announced by May 1995.

RAB arrangement

NACB announces a new membership service with the Radio Advertising Bureau (RAB). NACB radio station members can now become RAB associate members for only \$100/month. RAB associate membership entitles the station access to the marketing research and sales tools that professional commercial stations take for granted — and can pay \$1000/month for the same service. Call NACB for details.

Radio-Mercury Awards Fellowship

The Radio Creative Fund and NACB would like to announce a new fellowship for students working in radio. Individuals will compete to work on a national public interest campaign. The winner will receive a \$2,500 grant and a five week internship at NACB to work directly with other social responsibility organizations and develop a national campaign. The deadline is April 21, 1995. Check the mail for details or call NACB to learn how to apply.

JOIN THE STUDENT ELECTRONIC MEDIA PEER / MENTOR GROUP

Share your success
Donate your expertise

If you are willing to answer questions and exchange ideas on fundraising and grant writing, programming, promotions and PR, volunteers, technical challenges and other topics posed to you by others in the student electronic media field, let us know your area of expertise and the communication method you prefer.

CONTACT: KRISTINE HENDRICKSON
401-863-2225 (2221 FAX)

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95
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When you're getting next year's budget together,

don't forget to include the National '95!

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Call NACB at 401-863-2225 for more information.

National Association of College Broadcasters

Radio - Mercury Awards

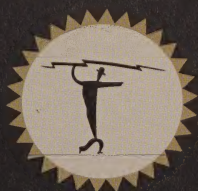
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Build Racial Harmony,
Treat Substance Dependency.



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Your Choices.
Your Airwaves.

The Summer Fellowship is open to all NACB individual and radio station members. To be eligible, simply tell us about a central social issue on your campus in a 90 second or less student-produced PSA which has been aired on a student-run radio station. Tape submissions must be a chrome dub of the master and be sent with the tear-off form below. A one page (250 word max.) essay which details the added awareness and insight the applicant has gained from the production of the PSA, should also accompany submissions. Programs must have been produced between April 1, 1994 and April 21, 1995. The deadline for submissions is April 21, 1995. The individual winner will be notified on April 28th and publically announced on June 14, 1995 at the Radio-Mercury Awards in New York City. The most innovative, informed program of technical merit will be awarded the Fellowship. The Fellow will be awarded \$2,500 and a five week (July 24-August 25, 1995) internship at NACB in Providence, RI to gain experience in the writing, production and broadcasting of public interest campaigns. If you have any questions, call NACB at 401-863-2225.

What are your station's plans for the summer?

RADIO

WVVS-FM Valdosta State U.

Summers have always been a hard quarter! We ask for DJ applications starting at mid-term Spring Quarter. Since that's the earliest a student can register for Summer Quarter classes it gives us a starting feel for how many DJ's we'll have. We also pass out applications and such at Mayhem a large, all day, free, outdoor, lollapalooza-ish/woodstock-ish concert featuring local and regional bands held at the end of every Spring.

Chris Waldrip, General Mgr.

WMSV-FM Mississippi State U.

During the normal school year we have around 100 volunteers who work in some capacity each week. During the summer, we concentrate on the forty or so volunteers who live in the immediate area or in the surrounding counties. They did an excellent job keeping us fully staffed last summer.

Steve Ellis, General Mgr.

WONB-FM Ohio Northern U.

The summer is no different from the rest of the year. WONB is a full-time FM serving west central Ohio with the best in Cool Jazz and Hot Rock. We're on year round so the summer is just another time period.

G. Richard Gainey, General Manager

WMUL-FM Marshall U.

We spend a good amount of time during our tours by high school students stressing the fact that they can be DJ's at WMUL during the summer months. Since they are still very much enthralled with the thought of being an alternative DJ we get a fair amount of high school student volunteers. Many of WMUL's employees are still in the area over the summer and still help out. But high schools are a good resource especially seniors who are about to come to Marshall U.

Cliff Haddox, Station Mgr.

TELEVISION

Campus Cable 6 UW-Platteville

During the summer, our programming is reduced tremendously because of the decreased number of students in the Residence Halls. We air about 10 different movies on selected times throughout the summer session. Otherwise, our station does not do much for the summer.

James W. Stellflug, General Mgr.

KBVR-TV Oregon State U.

Some students will be here during the summer to use the equipment, since the demand for the equipment won't be as high. I know a couple of students will be working on some twisted horror shorts a la "Tales from the Darkside" for the station. They want to create.

Mike Foster, Station Mgr.

KMAC-TV McAllen High School

We're getting ready for football bigtime! We're being united with our district station soon. We're getting a new camera setup. Also, we're working to go live with the football games, since we've had to go tape delay previously. We're looking for our sports coverage to really take off in the fall.

Fred Mann, Radio/TV Prod. Inst.

WCKN-TV Clarkson U.

The station is still open during the summer, since we run a community calendar which someone updates. There's not much production. Last summer, when I was here, the piece of equipment that runs community calendar died and I had to fix that. Things really pick up in the fall when everyone comes back.

Jim Collette, Chief Engineer

Sound Off samples the opinion of College Broadcaster readers on each issue's editorial theme.

N A C B INTERNSHIPS

NACB's Mass Media Internship Program allows interns to take advantage of a transitional experience between college classes and professional media. NACB offers a hands-on approach to interning by assigning tasks requiring independent work and by placing the intern in a creative team environment working on member services which include a trade publication, a satellite programming distribution network, student electronic media conferences and an awards program for student producers.

Categories

Member Services Assistants to facilitate continuity of member services, Programming Assistants to support the national distribution of student productions, Publications Assistants to work on production of in-house publications, Development Assistants to generate & maintain corporate support, and Executive Assistants to facilitate activities of the Association.

Requirements

Some experience in college radio and/or TV station operations is strongly preferred. Computer literacy (Macintosh environment), in particular database management, will be considered a definite asset.

- Applications should include a resume, cover letter and appropriate written materials.
- NACB Internships require a minimum of 10 hours per week.

Deadlines

Applications are accepted on an ongoing basis at: NACB Internships, 71 George St., Providence, RI 02912-1824.

Questions

Contact Kristine at 401-863-2225.

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golden radio & TV

DID YOU KNOW THERE'S A CALIFORNIA IN THE EAST? IN THE MIDDLE OF PENNSYLVANIA, AND AT CALIFORNIA UNIVERSITY OF PENNSYLVANIA WE'VE FOUND GOLD. WVCS AND CUTV SUCCEED BECAUSE THE STATIONS WORK WITH EACH OTHER — AND THE CROSS-TRAINING THAT STUDENTS RECEIVE BENEFITS THE SCHOOL, THE COMMUNITY AND THE INDIVIDUAL STUDENTS.

WVCS

Starting in 1974 as an offshoot of a smaller campus organization, WVCS has grown from a carrier current station to a 3300 watt-FM station with a 40 mile radius. Flexible top 40 (CHR) is the station's main format; additional block programming of jazz and alternative music rounds out the 24 hour day.

CUTV

California U. Television (CUTV) cablecasts 24 hours a day to over 40,000 homes on two different systems. A part time affiliate of Mind Extension University, CUTV runs local programming Monday through Friday 5pm to 2am, and Sunday from 2pm to 12am. Students produce a weekly news show and weekly coaches' shows, and cover campus sports. As a local origination channel, CUTV carries "Editor's Newsbook", a weekly program with the local newspaper, as well as religious services shot by local churches.

Director of Activities, J. R. Wheeler, oversees the efforts of both the radio and TV station. WVCS and CUTV had to start somewhere, just like many stations today. J. R. dishes out some free advice: "First and foremost, stations need to realize in the world of shrinking dollars that stations have to use what they have. Back in '86 when we started the TV station, we got a channel without any equipment. So, we started with camcorders and home-style VCRs to give (the administration) an idea what we could do." After realizing the potential of the student efforts, the university invested more money, space and recognition into the student outlets.

Working together

Where other schools have stations that compete with one another, WVCS and CUTV share their resources. In fact, the university created a media suite to house the student radio and TV stations together with the student newspaper. This living arrangement seems to have made the student media outlets allies, not competitors.

For instance, CUTV includes in its entertainment reporting WVCS' weekly Top Ten. And when CUTV carries a campus performance live, WVCS simulcasts the program in stereo. The audience gets the best of both worlds, and the stations promote one another.

The students can take advantage of the close-knit relationships to benefit themselves as well. For example, announcers for TV start their training in radio. Four people generally cover sporting events, two for the radio station, and two for the TV station. At half-time, the announcers flip-flop.

J. R. drives his point home: "Sharing our resources makes our programming go much further, making the students switch-hitters. Never limit your options."

Traffic and logging software for only \$100?

Yes... If you're a college student-run station, that is.

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station
experiences
helped
them
to
get
to
where
they
are
now.
And
what
about
the
like
to
pass

Assistant to the President, Spelling Television, Inc.

U. of Texas-Austin
B.S. in Radio/TV/Film
Graduated: May 1992

M.A. in Radio/TV/ Film
(critical studies) in progress;
leave of absence taken in 1993
GM, KTSB (now KVRX)

ROBERT ZIMMER

Learning to handle a million tasks at once, juggling financial and creative priorities, learning the art of people management, and learning to play politics — these were integral parts of running KTSB and they've been absolutely invaluable at Spelling as well.

In the Spring of 1993, I had quit my first job in Hollywood, working for an indie TV producer, and I was sitting at home one night watching *Melrose Place* with my roommate. I remarked how cheesy yet hip and progressive the show was, and then joked about how, knowing my luck, I'd probably end up working for Aaron Spelling — like sweeping his crumbs or something. Lo and behold, several weeks of temping later, my temp/placement company calls me up and says "You're our best temp, so we want to reward you. How about a job at Spelling?" I thought it would be something awful like tax accounting, but it turned out to be working for the man who ended up President of Spelling (he reports directly to Aaron) in December '94. It's a classic example of being good at what you do, and being in the right place at the right time, but also that the universe definitely has a sense of humor.



Associate Editor, TV Technology magazine

U. of Rhode Island
Major: Journalism
Graduated: 1994

Internship: NACB,
Publications Writer

Activities: The Good 5⁺ Cigar

JEN MILLIKEN

On graduation day, I walked off that stage with diploma in hand, leaving behind the security of college life to embark on a journey full of uncertainty. I had just entered the confusion and underconfidence of the real world.

However, I kept my chin up, telling myself that I was going to find a job in my field. After a summer of waitressing and staying on at my internship at NACB, I packed my bags and headed for Washington, DC, spending about one month sending numerous resumes, taking the metro to interviews, researching in the library and making blind calls. This was definitely a frustrating experience, yet it all paid off in the end after answering an ad in the *Washington Post*.

Today, I am associate editor of *TV Technology* magazine right outside DC in Falls Church, Virginia. When writing for *College Broadcaster* during my internship, I knew that working for a magazine was what I wanted to do. And now, my editing and writing skills, which I strengthened at NACB, are at the heart of what I do every day. It was my experience as an intern, along with my willingness to move to a new city, which led me to find security out of college, and a job I enjoy!

Robert's advice:

Be VERY patient — it can take a long time to secure a first job. The demand for entry-level jobs — and that's all you'll get even if you have two degrees — is much, much higher than the supply. Your chance at an entrée comes from the fact that the turnover is high, since the work is hard, the pay low and training non-existent. If you can stick it out, though, the rewards are considerable. So have a Teflon shell, never give up, and prepare not to be rich for a least a few years. Persistence does pay off — I'm proof of that.

You absolutely need to be well-educated, but just as critical is your inside knowledge of how the business works and your contacts inside it. NACB has always been great in providing all three, and I think they should keep pushing to expand their connections. Since there's so much money, power and responsibility involved in the media, they want to hire only the best, and people that they either know, or come to them through a great referral. NACB can be an invaluable asset in making sure its members are ahead of the pack.

THE leap

GRADS GIVE YOU THE GOODS ON LANDING A JOB IN MEDIA

Development Executive, Walt Disney Studios

U. of Southern California
B.S. Business minor in Cinema/TV
Graduated: May 1992

Station: KSCR

Internship: Love Connection

FRED LEVY

Everything I learned to help me with my job I learned from my experience at KSCR. Classroom lectures did little to nothing to help me. I was a business major! Working at KSCR helped me rediscover my creative juices and showed me where my real calling was.

All I'll say is that it truly helps to know people. I didn't know many going in, but you'll slowly meet people and build a network. Work your contacts and soon you'll be hearing about all the jobs.

Fred's advice: Network! Network! Network! And don't be afraid to reach out to people you don't know. The worse that can happen is that 99 people say no; the 100th may say yes and that's the one that counts.

NACB is an excellent opportunity for students to begin networking with each other and with the industry professionals.

Production Assistant, Thanjamine Inc.

Ithaca College
TV/Radio Major; Spanish Minor
Graduated: May 1992

Station: ICTV

Internships: WLS-TV in Chicago; "Mo' Money"

SANDY GORDON

My first jobs right after school were on feature films in Chicago. I got them by calling hotlines, making connections in Chicago, and the best one came from an internship that I had junior year. I grew tired of working on films and found this job in the classified — it completely opened my eyes to a whole different path.

Working at ICTV gave me self-confidence, fun times and the attitude that I can accomplish anything I set my mind to. It also taught me that I have to start at the bottom and work my way up like everyone else, and that everything we do in life is a learning experience.

Advice: Keep your mind open to opportunities that may sound less glamorous — they will provide solid experience to grow on.

Writer/ Producer, Cinemax on-air promotion, HBO

Previously: SportsChannel

Boston U.

B.S. in Broadcast/ Film

Graduated: 1991

Station: WTBU-AMcc, GM

Internships: HBO; The Comedy Channel; WEVD-AM/NY; House Subcommittee on Telecommunications & Finance

GEOFF BIRD

I disagree with what they teach you about jobs as conventional wisdom — start in a small market, work your way up, etc. All the jobs are in New York and LA so that just doesn't make too much sense to me. There are more stations and more networks in New York, so many opportunities. They teach you that only the best get to work in New York, like there's no entry level there.

One of the things that is so important is to have a lot of internships. Forget concrete stuff — learning to work in different offices is important in any industry. Different people, bosses, co-workers, office environments is going to help in any job you choose.

Many students don't focus on what they really like because someone has told them what to do. You can be more creative and productive in a job that you have chosen. I've heard people say what they're going to do because they've told to do. It's not because they love it. That's going to backfire.

fx research

SUNY-Geneseo

Communications Major

Graduated: May 1994

Station: GSTV

Internships: Warner Bros., PCI Full Service Production Studio, fx

TAMMY ZOHR

I learned from working at GSTV that television is the industry I wanted to be in. (To assist me in my job search) I called every single person I ever met related to the industry and asked if they knew of job openings or contacts. I interned at fx for a couple of months after I graduated. On a Monday I was an intern. Monday night someone was dismissed. Tuesday morning I was hired.

Advice: Internships!

And just a quick update on someone who we included last year in the Careers issue: Oscar Ramos, then at Cabarello Media in New York, has relocated to Dallas to work at ABC International in Sales. Congratulations!

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surf isn't really up..

...Unless you're on the World-Wide Web

While we didn't achieve some of our lofty goals for the Technology Frontiers element of the NACB National '94, we did receive gratifying feedback and great turnouts for nearly each of the panels and demonstrations. That confirmed our belief that our membership was already quite plugged in. I was particularly proud of the panelists that we assembled, some of the finest New Media producers, developers and broadcast designers in the US, who happen to reside in New England. If attendance is any indication of the quality of the information presented at the new media sessions then we succeeded.

One area that people were anxious to learn more about, and it's easy to understand why with an audience of "electronic media folks", is how "rich information" is being handled on the Internet. By rich information we mean graphics, video and sound. The World-Wide Web (WWW) is an Internet standard that has been bally hooded on what seems like a daily basis by politico wireheads like Vice President Al Gore and Speaker of the House, Professor Newt Gingrich. Gingrich has in his stall of close friends two of the most highly considered of the cyberbraintrust, best selling authors, Alvin Toffler of *Future Shock* (1970) fame and George Gilder who wrote *Wealth and Poverty* (1981) and *Life After Television* (1992). Despite political dissimilarities Toffler and Gilder both

actively guide and influence Newt's thinking about cyberspace. Toffler and Gilder were both journalists who hit it big based on their future forecast books.

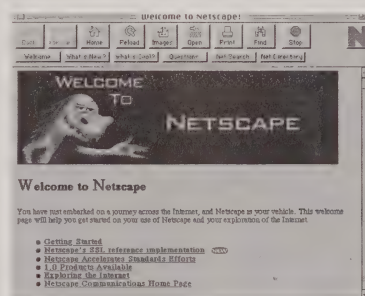
The Web was born in Geneva Switzerland at CERN (The European Laboratory for Particle Physics). In 1987 NCSA (National Center for Supercomputing Application) introduced Mosaic for UNIX as what became a graphical front-end capable of also handling sound and video. It wasn't until 1993 that Mosaic was available for the Macintosh and Windows. Applications such as Mosaic are now known as browsers. While they are growing in number and available as freeware on the Net, the one that is the most widely used is, Netscape Communication's "Netscape". Netscape was developed by Marc Andreessen, the original developer of Mosaic at NCSA. Netscape is available at <ftp.mcom.com>. To gain access to this graphically rich environment on the Web you will require a SLIP connection to the Net first and then a browser will interpret the text, graphics, movies and sound.

With estimates of the Web already linking more than 30,000 computers worldwide, with an 8% growth per month, this part of the Net has grown faster than any other. To access the Web several protocols operate simultaneously. TCP/IP (Transmission Control Protocol/Internet Protocol), HTTP (Hyper Text Transfer Protocol), and HTML (Hyper Text Markup Language) make it possible to connect to documents referred to as "Home Pages" with point-and-click navigation. The navigation software, or "browsers", finally provide a transparent interface to the Net. Home Pages generally support "hot links" to other pages and display JPEG or GIF graphic files, audio, animation, and sound. Home Pages are designed and authored with HTML (Hyper Text Markup Language). When not hooked directly to the Net with a SLIP connection text browsing is made possible through LYNX, while the links are active graphics or sound is not.

Addresses or sites on the Web are identified and tracked through a URL (Uniform Resource Locator). Typically the browser will come configured with the developer's URL as the default Home Page, so poke around there for starters for links to many of the best sites and Internet and WWW search engines.

Pay a visit to the first college radio station actually transmitting on the Web, WXYC of the University of North Carolina. To hear the audio on the Macintosh you are going to need either "Maven" or Cornell's "CU-SeeMe", CU-SeeMe is also available for Windows and apparently there is an unsanctioned version for the Amiga. If you are using a modem it is going to require at least a 28.8 connection otherwise the audio will not be perceptible. There may be other ways to hear the transmission by the time you read this, so surf out to site: <<http://sunsite.unc.edu/wxyz/>>. Unfortunately the night I check in only dead air was happening. It does promise a 24 hour a day transmission so I will point Netscape in that direction again.

Watch for our next column when we'll give you the basics on authoring your own home page.



In the spirit of the Web here is a sampling of the sites I check into regularly that are media oriented or just plain cool.

<<http://WWW.WELL.COM:80/WWW/TCIRCUSVwww/tcircus/>>
San Francisco TeleCircus

<<http://www.doc.gov/resources/doc.agencies.html>>
Government Resources

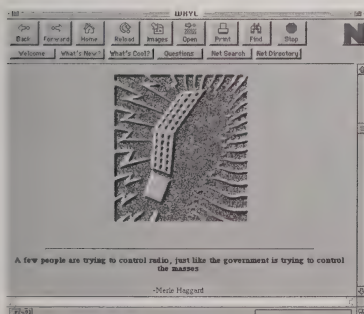
<<http://thomas.loc.gov/>>
Library of Congress

<<http://farnsworth.mit.edu/>>
MIT

<<http://rohan.sdsu.edu/infosandiego/board/index.html>>
City of San Diego

<<http://fringeware.com/HTML/online.html#digest>>
Fringeware, a way cool stop

continued on page 24



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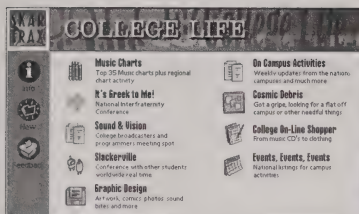
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SONY



COLLEGE BROADCASTER & NACB on eWorld!

NACB's listserv seems now like it was a pioneer on the Internet although it debuted as recently as February 1992. Then came the NACB Gopher Site in mid-1994 and the debut of the NACB World Wide Web home page at the National '94. As the universality and usefulness of the Internet has increased, NACB has sought to keep its membership served by the developing technology.

Now it's 1995, and NACB adds the world of the commercial service to our menu. Information provided by NACB debuted in the College Life area of eWorld in March. Under the name Sound & Vision, subscribers to eWorld can now find many of the same features and information as appears in *College Broadcaster*.

Students are signing up to commercial providers in exponentially increasing numbers, and NACB wants the interests and concerns of students in electronic media to be available in this domain. Although the commercial market is booming, it is a slow process to get a "place" on an online service. In considering whether and which online service to partner with, NACB became aware of eWorld's demonstrated student focus. They expressed an interest in providing a place on their service for students and others active or interested in student electronic media.

For this project, NACB will be working with three compatible partners to give students and others more reason to go to Sound & Vision in the College Life area: The National Association for Campus Activities (NACA), the National Interfraternity Council (NIC), and SKARTRAX Entertainment.

According to Steve Slagle of NACA, they seek to share information about their association with students who might not otherwise find out about them, to get campuses to become members, and to inform students about upcoming events. Normally their listing of performances on campus would only be available in a mag-

azine sent to members. They also hope to better connect students organizing live programming on campus with student radio & TV stations. NACA believes students in radio are closer to the edge of the scene, and can better provide programmers with info on hot musical acts, and who is getting airplay.

Jeffrey Cufau de NIC believes College Life's "little bit of everything" for students has the potential to attract many browsers to the area, checking out upcoming events and other information about the four groups activities. The subsequent sharing of information will make students aware they are part of a larger network,

and should aid in the establishment of higher benchmarks for quality.

Alarik Skarstrom and Chuck Rue of SKARTRAX Entertainment believe that College Life can help bridge the gap between the entertainment industry and the college world. As coordinator of the whole area, SKARTRAX plans to attract both students and professionals.

They hope to help build greater interest in NACB and student electronic media, and feel the use of the online service makes information more efficient and accessible.

continued on page 24

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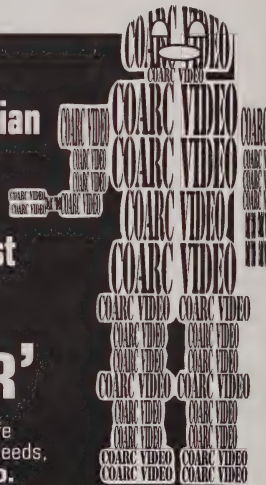
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legal

Q The FCC rules on minimum operating requirements for non-commercial stations is confusing. We are a community college. Our radio station operates 5 days a week, at least 36 hours total. We do not operate at least 5 hours on Friday, nor do we operate the radio station on Saturday. However, the school holds classes on Saturday, so must we operate the radio station on Saturday? Please help us understand the FCC rules.

A The FCC's requirements for minimum operating schedules for non-commercial broadcast stations is found in Section 73.561 of the FCC Rules. Educational broadcasters are required to operate their FM radio stations at least 36 hours each week, and at least 5 hours each day Monday through Friday. Educational broadcasters are not required to operate their FM stations on Saturday or Sunday, or during times of official vacation or recess.

Although your community college holds classes on Saturday, the FM station is not required to operate on that day. However, you should operate the station at least 5 hours each day, Monday through Friday, and at least 36 hours each week.

Also, noncommercial broadcasters should be aware that the FCC has previously ruled that "lack of funding" is not an excuse for failure to meet your minimum operating requirements. In other words, if you hold an FCC license, you should do whatever it takes to comply with the FCC rules.

Q If we operate our radio station at least 36 hours each week, and at least 5 hours each day Monday through Friday, are we fully protected from complaints or challenges to our FCC license?

A No. Unless an educational broadcaster operates its FM radio station at least 12 hours each day (including Saturdays

and Sundays), 365 days per year, there is the risk of forced time-share. At any time, someone could file an application with the FCC seeking use of your frequency on a time-share basis for your failure to maximize use of the "scarce" radio frequency. However, if the FCC grants the time-share application, you would not have to share your studios, equipment or staff. The other party would have to construct their own facilities, unless you voluntarily agreed to share your facilities.

Another problem could arise when you apply for a renewal of your FCC broadcast station license. The FCC has a policy called "renewal expectancy," which basically means that if you operate your station in compliance with FCC rules and without serious complaint from the public, the renewal of your FCC license should be an expected reward. Failure to meet the 12 hours per day schedule will leave the station at risk should someone challenge the license renewal application.

Q If we shut our station down during the summer vacation, are there any special precautions we must take to comply with FCC rules?

A If your radio station is required to have its tower painted and lighted, the paint must be maintained and the lights must be kept on at all times, regardless of the school's schedule. Painting and lighting requirements are there for air navigation safety — obviously aircraft fly everyday, not just when your school is in session.

Although the station's FCC Public File must only be made available for public inspection during regular business hours, the file must be kept current at all times. If the station files an FCC Application during the summer, a copy of that application should immediately be sent to the Public File. Also, someone at the school should be designated the guardian of the Public File during summer vacation or recess so that an FCC Inspector may look at the file if he/she walks in during the summer.

Q We are a cable-current campus radio station. Must we comply with minimum operating schedules or Public File maintenance?

A No. Generally the FCC Rules apply only to those broadcast stations operating pursuant to an FCC-issued license or authorization. However, some schools have "adopted" the FCC Rules for their cable-current stations in order to ensure certain

standard operating procedures. If your school has certain operating requirements, don't forget to comply with them.

Cary Tepper is a communications attorney with the firm of Meyer, Faller, Weisman & Rosenberg in Washington, D.C.

As NACB's legal counsel, Mr. Tepper will respond in this column to selected questions submitted to him in writing to: NACB Legal Column, 71 George St., Providence, RI 02912-1824. Even questions we cannot print in the column will be answered. If you think that you may need to contract the services of a communications attorney, Mr. Tepper can be reached at 202/362-1100.

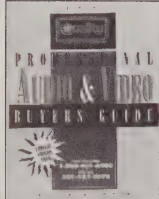
Of course, not every legal situation is the same, and Mr. Tepper strongly advises that you call NACB concerning your particular case before taking any legal advice. If you think your station's operations may be in violation of any FCC, federal, state or local regulations, please contact your attorney or consultant for specific advice.

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INTERNATIO

KVRX WORKS WITH A STRUGGLING STATION IN GERMANY

It's not every day that you get to fight for democracy, freedom of speech and the power of students. One day at the station I was minding my own business when the phone rang. It was Naomi Saboy, a student at the Free University of Berlin, asking for my help.

"Who, me?", I asked. "Yes, you," she said. The government had recently released several radio frequencies that had previously been used by the military. Students at the Free University of Berlin wanted one of them for a student radio station. This idea was outrageous, of course. Private radio was a new concept in Germany and student radio had never been done before. Would the government let it happen?

Naomi asked for a letter explaining the advantages of student radio. Ya know — how it's a powerful learning experience for students and a valuable resource for the community. So, I obliged. I also got her in touch with NACB and sent a plea for letters of support to other Texas student radio stations.

Well, I'm not sure it worked. They didn't get a station of their own. They got one

hour a day on a station that would be licensed to a private American company (capitalism has arrived). Not only would all of the students of the University of Berlin have to share these seven special hours, they have to be shared with neighboring universities as well.

The station isn't operating as of yet because the universities involved are working on a time-share agreement and money issues. It could take a while since time-share agreements are never easy (KVRX's took six years to complete) and money is not easily found in a country working hard to adjust to the new world as one

The moral of the story is *everything is relative*. Whenever I get grumpy about being on FM only half the day, I think of the students in Berlin who will get to be FM only one hour at a time. Then again, I think how student radio wouldn't have been possible at all in Berlin ten years ago.

So, this is the part where I'm supposed to write about how you can involved in the international radio scene. To be honest, I'm not really sure. This experience came

to me from nowhere and I'm not sure how I could make it happen again. I suppose that a good place to start would be to connect to the Internet and keep tabs on the NACB listserv. Then there are possibilities of creating a World Wide Web page or even making your signal available on Internet.

So, keep your eyes open. This is the Information Age and the Global Village is upon us. And then there are the possibilities for exchange programs....

To get in touch with Naomi Fabry
Press & Info. Office
Kaiserswerther 16-18
14195 Berlin Germany
phone: (011) 49-30-838-73180
fax: (011) 49-30-838-73187

Carol Teixeira, General Manager of KVRX, has had the opportunity to provide some guidance and assistance to a student radio startup in Germany. Although she didn't make the initial contact, the experience has provided her with some insight into her own station's recent development.

By way of introduction, CIXS radio is a closed circuit station in Montreal serving a Dawson College population of approximately 10,000 people. Attendees at the NACB National in November had the opportunity to meet CIXS staffers, one of the three non-USA delegations in attendance this past year.

A new member of NACB, CIXS has taken a strong initiative to get in touch with other stations in Canada. "We are members of the NCRA, but have not been very active until very recently," says Selena Beattie, station secretary. "We have applied for one of their Standard Radio Achievement awards in the category of 'Station Development' because we have only just recently undertaken to overhaul CIXS."

In efforts to learn from other stations, and just to get acquainted, CIXS is actively reaching out. Beattie mentions that "CIXS is initiating a Roundtable conference to be held at Dawson on April 1, with attendees from the Montreal and Ottawa areas. As well, we hope to have a DJ exchange with CISM (U. of Montreal) and are in contact with CKUT (McGill U.)."

Correspondence with American student stations since last November has had a positive impact on the station. "Contact with the USA came from the NACB National to which we sent six delegates. The significant influence of WUJC-FM (John Carroll U.) and WMUA-FM (U. Mass-Amherst) is reflected in this semester's program guide. WEOS-FM (Hobart & William Smith College) contacted us following the NACB National regarding syndicated programming."

Some advice from CIXS: "The best way to get in touch with other stations, from our experience, is to use NACB and NCRA conferences to make contact. We have also been very successful in planning our Roundtable by just calling up our neighbors and introducing ourselves. Most of them are very enthusiastic to begin working with other college stations."

And, of course, CIXS would love it if more stations were to get in touch with them.

3040 Sherbrooke St. W., Westmount, Quebec, H3Z 1A4 Canada
E-mail: cixs@gamemaster.qc.ca
phone: 514-931-8731 x1187 fax: 514-931-3567

AL OUTREACH

Efforts to network EC stations led by members in Denmark

In the Spring issue, we profiled Energy TV and Radio Energy, the student TV and radio stations at the Technical U. of Denmark (DTU). NACB first met these ambitious students at the NACB National 1993. Since then, the students their have started exchange programs with American stations, formed the TV station (in April 1994) and have worked to get their campus linked up to cable.

Obviously, they don't have enough to do. Radio Energy and Energy TV have found contact with U.S. stations so helpful, they have embarked on reaching as many stations in the European Community as possible,

forming their own "NACB" along the way.

Right now, the project is primarily led by Lars Jensen. Lars has been compiling a current list of student stations and station startups in Europe. Plus, he has been contacting other trade organizations not only to pool their information, but also to work to form a "European Federation."

Using NACB as a model, this new Federation hopes to provide training (through staff exchanges and workshops); programming (through exchanges and directory listings); and communication (through a newsletter, a home page and publication of broadcast terms). Their task, of course, is complicated by the fact networking with stations in many countries means translating their information in many languages.

The goals of the organization may sound familiar. To help improve the stations that already exist and to help new ones set up.

To date, Lars has established a world wide web site with the database of European stations. This list includes over two dozen stations from 10 countries. And the list keeps growing. To find out how you can become part of this international exchange, contact Lars.

Radio Energy
Technical U. of Denmark
2800 Lünby Denmark
vox: (011) 45-4283-4404
fax: (011) 45-4283-4446
e-mail: lrj@nrg.dtu.dk (lars Rikart Jensen)
WWW: <http://energy.dtu.dk>

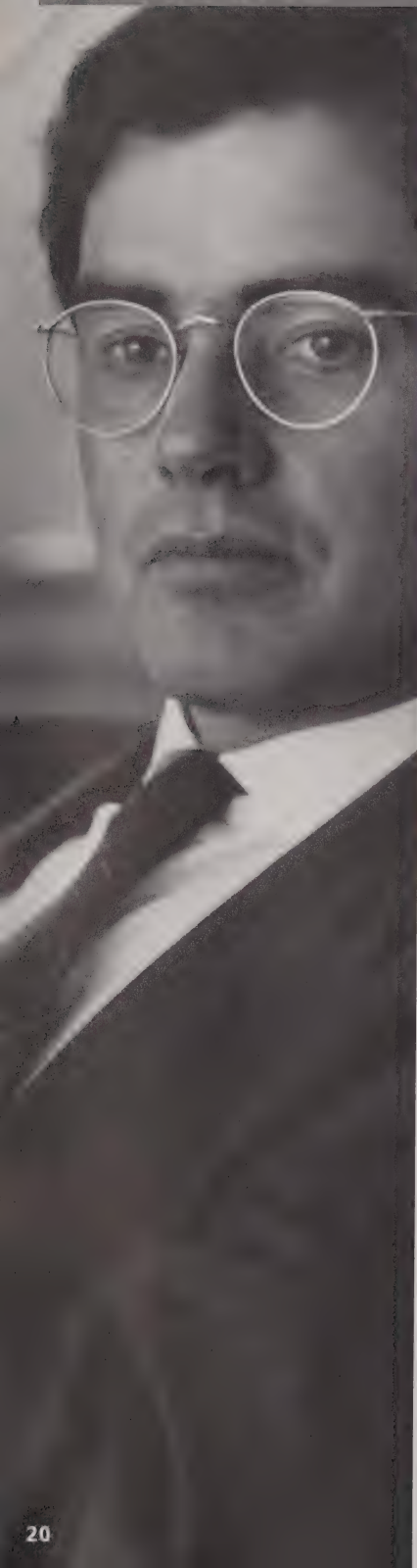
OTHER TRADE ORGANIZATIONS

AMARC
World Association of Community Radio Broadcasters
3575 boul. St. Laurent #704
Montreal, PQ Canada H2X 2T7
vox: 514-982-0351
fax: 514-849-7129

FERUE/EFUSUR
Thierry Pupier, General Secretary
European Federation of University and Student Radio
c/o Radio Dijon Campus
BP 2526
21054 Dijon Cedex Belgium
fax: 011-33-8063 9170
e-mail: ferue@altern.com

NCRA
Ian Pringle, President, c/o CFRO-FM
337 Carrall St., Vancouver, BC
Canada V6B 2J4
vox: 604-684-8494
fax: 604-681-5310
e-mail: ncra@web.apc.org





bob pittman

a pioneer in media

The media industry is a composite of resourceful leaders, breaking technologies and creative programming — like captains taking their vessels into the open seas. Even though they may be sailing a new ship tomorrow, they will be charting the new directions. One is left to wonder if there is a way to become a new pioneer. The perfect model for today's media student may be Robert Pittman.

Robert Pittman's ascent in media began when he wanted to learn how to fly at age 15. In order to pay for the lessons, he got a job as a part-time DJ. Jaunting from job to job in the Midwest, with some college along the way, he was programming WMAQ in Chicago at age 20. Three years later, he was the program director at WNBC-AM, NBC's flagship station in New York. Climbing the corporate ladder didn't mean fitting the corporate mold. Sporting long hair and and white linen suits, "the hippie from Mississippi" fired some people, rehired new staff and subsequently made WNBC-AM the No. 1 station in the nation.

With Billboard's "Program Manager of the Year" Award under his belt, Pittman turned to TV. Appointed head of programming for Warner-Amex Satellite Entertainment (now MTV Networks, Inc.), he programmed the The Movie Channel. A year after getting The Movie Channel up and running, Pittman was given the assignment to develop a new cable network.

Reaching back to a video music TV show he had produced for WNBC in the late 70's, Pittman developed MTV and became its head of programming. Although, in its first year and a half, MTV was a great success with the consumer, it was a financial failure. As a result, in 1983, Pittman was elevated to Chief Operating Officer of Warner-Amex Satellite Entertainment in charge of not only all aspects of MTV, but

Nickelodeon as well. MTV skyrocketed and Pittman went on to oversee the creation of VH-1 and Nick-at-Nite, the redesign and relaunch of Nickelodeon and expanded MTV into global markets. Pittman subsequently was promoted to President and Chief Executive Officer of MTV Networks.

Pittman tried to buy MTV in an unsuccessful management buyout and when he lost to Viacom, he left to form Quantum Media, Inc. with MCA. With his new venture, he was again running his own business. Quantum owned an interest in the J. Walter Thompson Advertising Agency, produced records, TV series, movies, and non-movie videocassettes at the pace of a music video. Pittman got "The Morton Downey Show" into national syndication and formed a small record label, QMI Music, among other media deals. Warner Communications purchased Quantum Media, Inc.'s assets in 1989.

In 1990, Robert Pittman was named the CEO/President of Time Warner Enterprises (TWE was originally the new business development unit of Time Warner) and the Chairman/CEO of Time Warner's Six Flags Entertainment. TWE participated in the launch of Court TV (where Pittman served as Chairman), a founding investment in 3DO and the acquisition on Six Flags among other things.

It's no surprise that Pittman has received awards like "Innovator of the Year" from Performance magazine; "Five Original Thinkers of the 80s" from Life; and "Pioneer of the New American Start-up" from Success magazine.

Robert Pittman handles his career like he would a plane — with precision, timing and quick decision. His successful ventures into new territories prove that those with skill and ambition can be leaders in the uncharted spaces of media and entertainment.

classic arts showcase

If you are looking for quality cable programming to occupy your university cable access channel, tune your satellite dish to Galaxy 1R, Transponder 5. It's there you'll find some of the best programming available to access channels free of charge. Classic Arts Showcase is a 24 hour per day seven days per week feed. The showcase features two to five minute segments of class arts, such as ballet, opera, orchestral performances and other genres.

Classic Arts Showcase is funded by a grant from the Lloyd E. Rigler and Lawrence E. Deutsch foundations. It has

been one of the best kept secrets in cable programming since they started in May '94; a fact which they are not happy about. Since cable systems do not have enough channel capacity to carry the channel, the most logical alliance is with university access channels.

"With audiences for not-for-profit arts aging and decreasing, subscriptions and giving down, we are committed to reversing this trend by exposing the public to the full range of classic arts through television," said Lloyd E. Rigler.

It became a reality for our university access channel, Titan TV 12, this past summer. Our Director of Engineering, who is a home dish owner, was "surfing the birds" and stumbled on the feed. He brought the information to me, and I called Mr. Rigler. He said, "We would love to have you carry our feed."

There are a few conditions that are required. You cannot run commercials in the programming, and you need to provide a means for local arts organizations to promote activities.

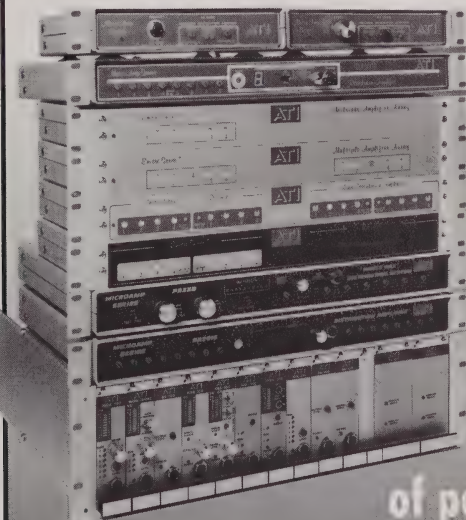
Since we have been carrying Classic Arts Showcase, the response has been nothing but positive. We get numerous phone calls and letters responding to the quality of the material. Our administration had been requesting that we find quality programming to replace our character generator information feed that occupied the channel when we weren't running local shows. Our chancellor has been thrilled with the results.

So, if you need programming to supplement your local material then punch up Galaxy 1R, Transponder 5. Check it out!

When you do, I'm sure you'll want to call Lloyd E. Rigler at (213) 878-0283. He can be reached after noon Pacific time. Just tell him you want to carry the feed. That's all that is necessary. If you want more information, you can give me a call at (414) 424-3131.

*by Al Folker, Advisor, Titan TV 12
University of Wisconsin-Oshkosh*

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awards, AWARDS, AWARDS...

The media industry encompasses a broad group of diversely talented individuals. Outstanding leaders are recognized by their peers and by academia at many conferences and awards programs each year. Students can take a cue from their professional counterparts, who take advantage of this time to meet the leaders in their field, network with peers and get a good story as well. It's especially convenient when the chance comes to your campus.

It's what every broadcasting student dreams about — to meet their role models. Students at Barry U. in Miami Shores, Florida will have the opportunity once again this year to meet and talk with many local and national broadcasters on April 4th. This is when David Brinkley, together with BU President Sister Jeanne O'Laughlin, will present the Barry University David Brinkley Excellence in Communications Award to Ted Koppel, ABC News Anchor.

The award was first presented to David Brinkley in 1987.

"It originally started because Mr. Brinkley agreed to accept the Barry University Excellence in Communications Award as the premier news person in the nation," said Michelle Morris, Director of University Relations.

Past recipients have included Edna Buchanan, Pulitzer prize-winning author and journalist of the Miami Herald in 1988; Don Wright, Pulitzer prize-winning editorial cartoonist in 1989; Ann Bishop, WPLG-TV 10 anchor in 1990; Bernard Shaw, CNN principal anchor in 1991; Cokie Roberts, National Public Radio/ABC News correspondent in 1992; Bryan Norcross, WTVJ-TV 4 chief meteorologist in 1993; and Robert MacNeil of "The MacNeil-Lehrer News Hour" accepted the award last year.

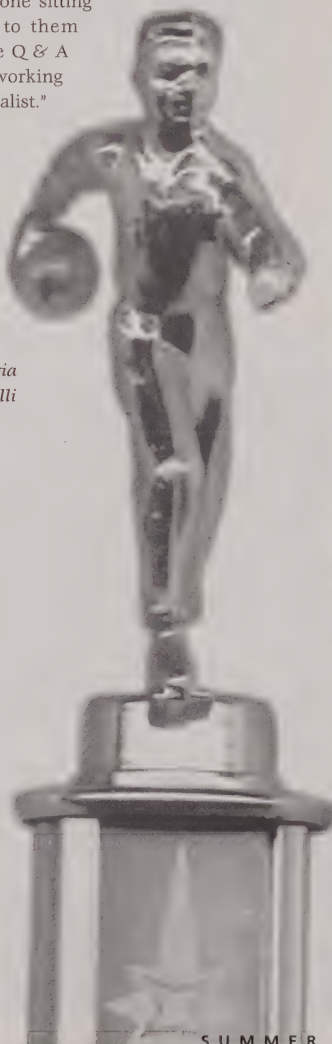
The attendance of the local media is very high as well. Each year, those "working in the field" are invited to attend this special broadcasting event, including radio, TV and newspaper executives, station owners, bureau chiefs, reporters, and correspondents from local, national and international publications, newspapers, and wire services.

The second part of the Awards event is the Question and Answer session in which more than 400 people participate each year. This year, the event has expanded to include high school students studying journalism at Dade County Schools.

"This event allows Barry Communications students to have a first-hand opportunity to hear and speak with who I would call the Dean of American Broadcast Communications," said Morris.

"The opportunity exists that their break-fast partner or someone sitting next to them at the Q & A is a working journalist."

by
Rosaria
Castelli



OPPORTUNITIES!

Following is a brief listing of awards given out annually by national organizations. For more information, call the organization directly.

Scripps Howard Foundation
Annual competitions, scholarships
513-977-3036

TELEVISION

Alamo American Film Competition
Deadline: June, 1995
407-392-4988

Chicago International Film Festival
Deadline: June 16, 1995
312-644-3400

The Christopher's
Deadline: June 9, 1995
Top prize: \$3,000
212-759-4050

CINE awards
202-785-1136

**National Student TV
Programming Awards**
Deadline: June 15, 1995
NACB
401-863-2225

RADIO

American Radio Theatre
Deadline: June, 1995
415-826-8982

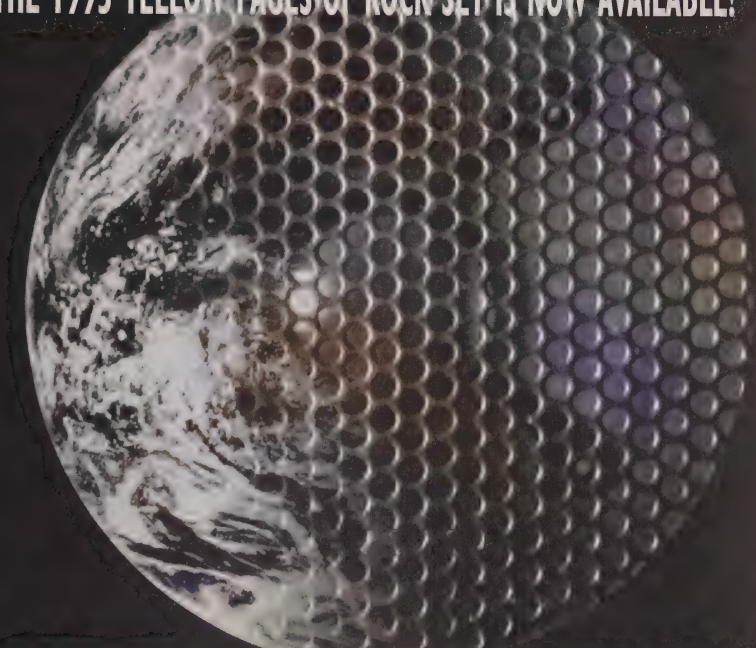
Marconi College Radio Awards
312-915-6558

**NACB/ Radio-Mercury Awards
Student Creativity Competition**
Deadline: April 21, 1995
NACB
401-863-2225

National Student Radio Awards
Deadline: June 15, 1995
NACB
401-863-2225

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Music Retailers	Music Television	Independents	Organizations & Conventions
CD Manufacturing			

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NRR

testdrive continued from page 13

<<http://www.timeinc.com/pathfinder/Greet.html>>
Time Inc.

<<http://chronicle.merit.edu/>>
Chronicle Higher Education

<<http://www.blue.aol.com/>>
AOL

<<http://www.clas.ufl.edu/CLAS/american-universities.html>>
List of College and University Sites

<<http://sailfish.peregrine.com/WebWorld/welcome.html>>
Webaholics Home Page

<<http://www.rocketsci.com/>>
Rocket Science the fab Game Producers

<<http://www.hotwired.com/>>
The Electronic Wired Magazine

<<http://info.cern.ch/>>
World-Wide Web Home

<<http://southport.jpl.nasa.gov/>>
NASA

<<http://voyagerco.com/>>
Voyager Information and tour specifics for Laurie Anderson's Tour

<<http://www.organic.com/amnesty/>>
Amnesty International Info

<<http://nearnet.gnn.com.gnn.html>>
O'Reilly's Global Network

<<http://akebono.stanford.edu/yahoo/Entertainment/Radio/Stations/>>
Radio Stations

<<http://www.usfca.edu/usf/kusf/kushomepage.html>>
San Francisco State's FM Home Page

<<http://sunsite.unc.edu/>>
UNC-Chapel Hill SunSITE Home Page

<<http://sunsite.unc.edu/otis/otis.html>>
OTIS Home Page:
The Virtual Art Gallery

Phillip Palumbo teaches at Rhode Island College. He is also a member of NACB's U Network Advisory Board.

nacb online cont'd from page 16

As Orrin Murray of eWorld put it, students may or may not have access to the Internet in their dorm or off campus, but students have universal access to a phone line with a modem. eWorld is also designed to be "idiot proof", with icon-driven operation taken to the pleasant maximum. eWorld promises to offer news-group and FTP access by the Spring, and WWW access later this year.

NACB's association with these three organizations will create exposure to many new people. Sound & Vision will provide an entry point to student electronic media for commercial online browsers, a easily usable place to gather information for online beginners, and another computer network option for students in both the online and electronic media worlds.

For further information about the NACB Listserv, Gopher, or WWW Site, check the Spring '95 issue of CB. College Life/Sound & Vision access information is available on page 3.

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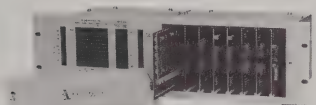
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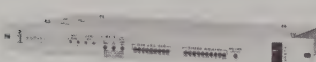
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EMPLOYMENT

Operations Manager: New World Radio, an east coast radio group, seeks customer oriented individual to manage day-to-day functions of its Washington, D.C. property. The selected candidate will supervise board operators, work with clients to develop programming, monitor production work, and handle other responsibilities as assigned. WUST serves the international and multicultural community with a 20 KW omnidirectional signal. Cover letter and resumé to: General Manager, New World Radio, Inc., 2131 Crimmins Lane, Falls Church, VA 22043-1962. Minorities and women are encouraged to apply. EEO M/F

U. of South Carolina is offering three graduate assistantships to students interested in continuing participation in student media. Beginning in Fall 1995, the positions are in publications, broadcasting and advertising. For more info, contact Chris Carroll, Director of Student Media, 1400 Greene St., Russell House 331, Columbia, SC 29208. Or call 803-777-3888.

PHONE LINES

American Women in Radio and Television's Careerline, a member service, provides new job listings each week. Call AWRT at 202-429-5102 for info or 800-832-2329x987 for their fax-on-demand service.

The Digest of the University Film and Video Association lists tons of job openings for film and video instructors at colleges around the U.S. and Canada. To subscribe, call Ms. Gerry Veeder, Editor, at 817-565-2537.

National Association of Black Journalists offers two joblines for members. Call 800-NABJ-115 for print positions; and 800-NABJ-116 for broadcast positions.

PROMAX offers a jobline and a weekly fax to members with career opportunities in promotions and marketing. Contact Robert Spieler, Member Services, at 213-465-3777.

WICI Job-Listing Service: Women in Communications, Inc., offers employers and job-seeking WICI members nationwide a free media job-matching service. To join WICI in order to utilize the service, call 703-528-4200.

INTERNSHIPS

Artists Television Access, a media arts center, is seeking interns for administrative, programming, publicity and facility duties. Positions require organizational abilities, self-motivation, a sense of humour and an interest in media arts. Kris Atkins, Director, ATA, 992 Valencia St., SF, CA. 94110. 415-824-3890

Associated Press/TV Division: Volunteer intern to help broadcast breaking news to int'l subscribers. College juniors, seniors, or grad students, especially those fluent in a foreign language with broadcasting experience. Tom Bowman, AP, Suite 710, 1825 K Street NW, Washington DC 20006. 202-736-9585.

Betac Corp., near Washington, D.C., computer-based, multimedia training company, offers stipended or course credit internships to: 1) computer graphic artist/animation specialist, relevant skills on PC multimedia support systems required; and 2) video production/editing, journalistic video and editing expertise required. Resumé to: Terry Corneil, Bus. & Tech. Dev., Betac

Corp., 2001 N. Beauregard St., Alexandria, VA 22311 or fax 703-824-0333.

Boston area TV Internships: Must receive course credit for internship, at these stations: Eleanor Najarian, WBZ-TV, 617-787-7000; Human Resources, WGBH-TV, 617-492-2777; Nancy Rogers, WHDH-TV, 617-725-0732.

Broadcast Design Association is offering internships for their national convention in Washington, D. C. from June 7-10. Interested students will have the opportunity to network with professional designers and attend sessions in exchange for volunteering. Contact Chuck Hanson, BDA, 212-251-8712.

Fox News Service seeks interns to participate in daily news gathering operations. Interns have wide variety of responsibilities, including logging video feeds, isolating and transcribing sound bites, and participating in edit preparation. EOE. Course credit only. Philip Brady: 202-728-7303.

F/X Video offers internship posts as assoc. video editors; required to

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work on Video Toasters and edit; will train, no experience necessary. College sophomores or juniors only who are very willing to learn. After training, pay-per-job is available; course credit also available. Résumé to: Bruce Testa/Janice Anderson, F/X Video, 14 Morning View Drive, Cromwell, CT 06416, or call 203-632-9595.

Globalvision: Int'l TV prod. company, specializing in global information and entertainment programming, seeks administrative and production interns. Macintosh and production skills helpful but not required. Responsible, organized, intelligent interns should mail resume/cover to: Anne Hemenway, Globalvision, 1600 Broadway, #700, New York, NY 10019.

The Interop Radio Store offers seasonal internships to students interested in radio marketing and sales. Contact Sharon Mancini, 100 Park Ave., NY, NY 10017. 212-916-0756.

Jones Intercable, Fort Lauderdale, FL, offers internship to student interested in all aspects of TV prod. Company produces commercials and local programming, community news and live cablecast of events and public meetings. Interns must be willing to work varied times of the day and some weekends and want an opportunity to learn all you can be taught. Course credit available. Résumé to: Kirk Englehardt, 6565 Nova Dr., Ft. Lauderdale, FL 33317, or call 305-731-9227 or fax resume to 305-452-4411.

K-BIG 104.3 FM/ Los Angeles: Summer internships run mid-June through mid-Aug. Application deadline: June 1. College junior or senior with broadcast-related background required. Application forms and rules: 213-874-7700. Also year-long Radio Sales and Engineering internship training programs. Sales: requires candidates be 21 years old, reliable, dependable, and have own

car. Engineering: Communications or engineering degree or related work experience preferred. Possibility of full-time employment upon successful completion of either program. Linda Whaley: 213-874-7700. For updates on all KBIG jobs and internships, call 800-800-5800.

Marty Katz Productions is seeking development interns. Duties include script reading, writing coverage and general office work. Marty Katz is a producer with an exclusive deal with Walt Disney and Touchstone Pictures. Offices are located on the Disney lot in Burbank, CA. A non-paid internship, students must be able to earn college credit. Frederick at 818-560-7000 or fax resume to 818-557-1643.

Museum of Broadcast Communications (Chicago): Gain knowledge of broadcasting's past, present and future while earning valuable experience in the field of communications and museum administration. Semester or summer internships available to juniors and seniors in Public Relations, Programming & Production, Accounting, Archives, Finance, Office Administration, and Development. All positions are unpaid. Applications accepted on an ongoing basis: 312-629-6001.

Museum of Television and Radio: Valuable experiences in museum administration and unique insight into network, cable and int'l. broadcasting. Unpaid; course credit only. Internships available in the Curatorial, Development, Education, Exhibitions and Seminars, Library Services, Public Relations, Public Services, Publications, Research Services, and Special Events Departments. Info: 212-621-6600.

National Association of College Broadcasters: 5-7 positions each fall, spring and summer term at national office in Providence, R.I. Interns exposed to all areas of

media including: research and writing for publications, network programming and administration, grant writing and fundraising development, corporate and public relations, promotions, sales and marketing, national and regional conference event planning, and member/affiliate services. Applications accepted on an ongoing basis. Contact Kristine Hendrickson at 401-863-2225.

San Francisco International Film Festival, a non-profit community cultural organization, is seeking interns for administrative, reception, educational outreach, management, and programming duties. Positions require computer skill, organizational skill and a sense of humour. SF Film Society, 1521 Eddy St., SF, CA. 94115-4102. 415-567-4641 Fax: 415-921-5032.

Sports Final Radio Network seeks college radio stringers to cover sports events on their campuses. Games may be aired on the satellite network. Contact: Tom Star, President: 48 Fitchburg St./PO Box 566, Marlboro, MA 01752, tel: 508-460-0588 or fax 508-624-6496.

Universal Images, a busy computer graphics and post-production studio in Southfield, MI, seeks post-production intern to assist w/corporate broadcast and commercial projects. Candidate should possess basic knowledge of video post-prod. and/or training/interest in graphic arts and computer graphics. Course credit possible. 810-357-4160.

Visions in Action offers volunteer positions in Africa and the Caribbean to work in the following project areas: journalism, technology, education, environment and human rights issues. Volunteers must raise their own funds (which includes airfare, housing and living expenses) but will receive a monthly stipend. For more info, call 202-625-7403.

Fun office on the Warner Bros. lot seeking students interested in learning about, and participating in feature film development. Looking for interns (unpaid, but will receive school credit) in our development department. Duties include: reading scripts and writing coverage, copying, and research. Express interest to Marjori Bergman at 818-954-2545.

Westwood One Radio Network, based in Culver City, CA, needs prod. intern to assist in prod. of syndicated radio shows. Course credit available. Rod Stephen: 310-840-4111.

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If you still haven't checked out **STUDENT MEDIA FORUM**, NACB's Computer Listserv Network, you should! Communication between stations is at an all-time high. It's easy to get instantaneous access to student broadcasting information and get solutions to problems from your peers. Or put in your playlists, describe new shows you've produced that are available for exchange or re-broadcast at other stations, successful promotions other stations could try, a big news story happening in your area that other stations could call you to get recorded audio about, or simply to share ideas.

Subscribing to the computer network is free to any NACB station or individual member. Just get a computer account on your school's system in order to take part in the NACB electronic discussions via the BITNET system. To subscribe, address your e-mail to: **LISTSERV@GWUVM.GWU.EDU**

Your e-mail should include the following one-line command: **Subscribe NACB yourfirstname yourlastname**. Once the listserver acknowledges your subscription and adds you to the list, send all your e-mail to post on the NACB listserver to: **NACB@GWUVM.GWU.EDU** If you have any problems, call NACB at 401-863-2225.

the real world

it's not as scary as you think

It's almost commencement. Now what do you want to do with the rest of your life?

It's not an easy question. Hopefully, you have been preparing an answer.

Each day we hear that there are more graduates in the majors of communications and media than there are jobs; that even people with a secondary degree are starting in the mailroom; that you won't find enough work to feed yourself, let alone pay off college bills.

Everyone from your parents to your teachers to your friends can give you advice, feed your ego or reconfirm your worst fears. Certainly, they can't make make your mind up for you; especially not for one of the toughest decisions you will have to make.

What job should I take?

Can I risk it? What if I don't like it?

Then what will I do?

These aren't uncommon anxieties. And they aren't as difficult to overcome once you face them as challenges. Challenges that will lead you to success — success as you define it for yourself.

But philosophy won't put money in your wallet. So, how about something more concrete?

McAdory Lipscomb, Senior VP of Corporate Communications at Showtime Networks, was the keynote speaker at NACB's Southern Regional at Auburn U. in 1992. Something he said then still holds true today — for anyone looking for a job in any area of media:

"You better be able to talk. You better be able to write. If not you better know what good writing is. You must have political skills — know the social norms and the company norms.

You better have sales skills."

Networking is also crucial. Just because you are a student does not mean you can't make contacts, or make your own opportunities to meet people. Being in media gives you an advantage — use it. If you want to talk to someone, ask them for an interview for a program you're doing, or ask them to come to the station for an informal workshop. If you don't think you'll carry enough weight, ask the communications department if they have any contact to the person you want to reach.

Conferences and events can provide you the best opportunity to meet and greet the bigwigs. Which conferences should you attend? As many as you can, especially the ones appropriate to your area of interest. If you want to be an engineer, a promotions manager, a broadcast journalist, music industry rep., a TV program executive (and the list goes on), there is going to be more than one trade organization sponsoring a conference to which everyone in that particular field attends.

So don't be shy. Keith Cox at fX spoke at the NACB National '94 and said this of his experience:

"Unfortunately, I was hoping more students would take advantage of the

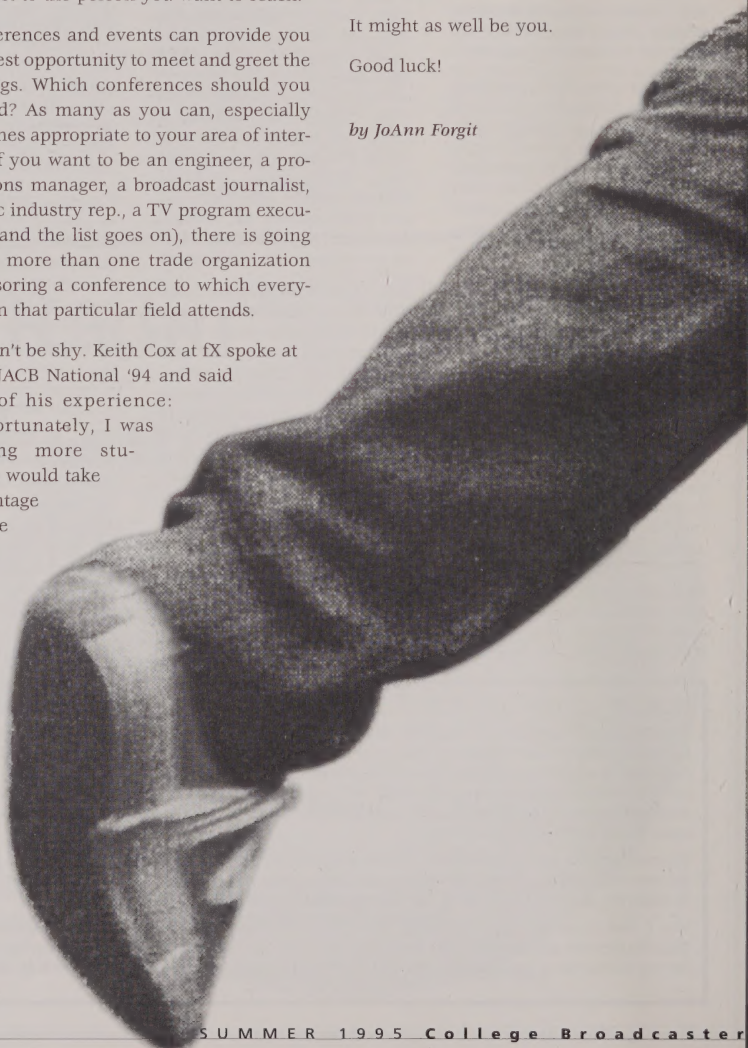
connections they made at the conference. I spoke to a packed room of students, but few followed up and used the conference as a door opener, however, we did hire an intern that attended my seminar." Keith isn't the only one who has lamented this fact.

Don't get discouraged. Mac Lipscomb, like many others, notes "Somebody has to be running the programming, the technical areas, the administration."

It might as well be you.

Good luck!

by JoAnn Forgit



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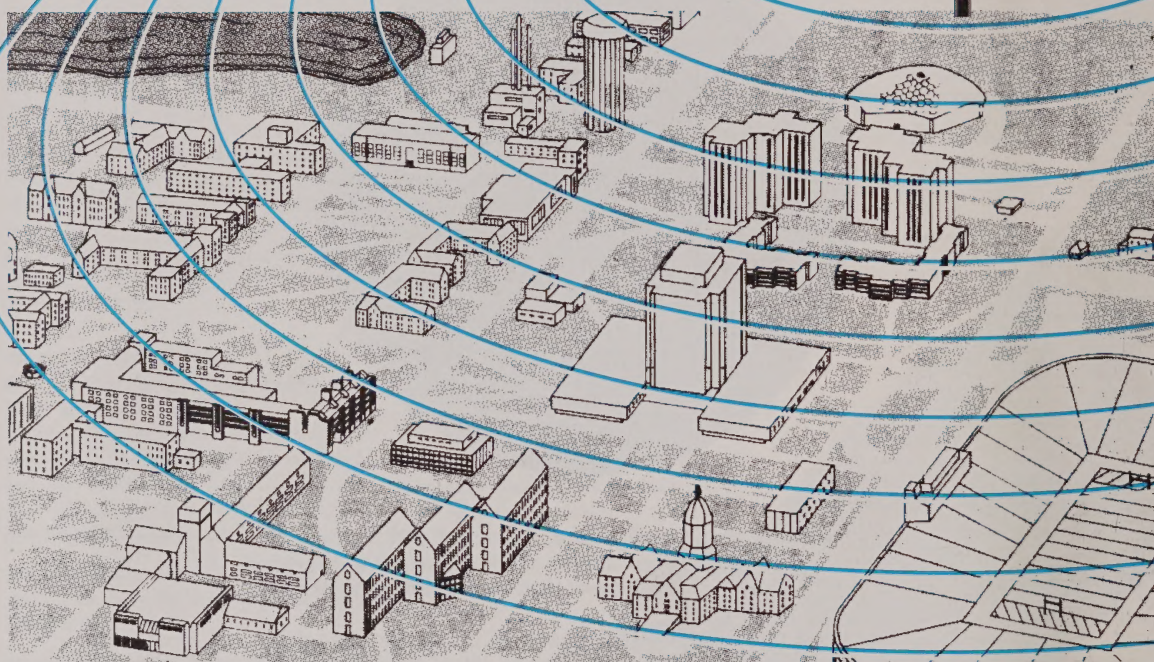
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